



LOCAL BUILDER



\$350K - \$650K / HOME



65-75 STARTS / YEAR



OPERATES IN GA

CHALLENGE:

Josselyn Homes had several challenges including marketing their homes under development, managing a complicated design process, and transparency/access to invoices.

SOLUTION:

Josselyn Homes implemented Home Configure to help market their homes and simplify the design process, while at the same time leveraging MyBLDR to gain the necessary visibility into invoicing on a job-by-job basis.

“HOME CONFIGURE HAS ENABLED ME TO MARKET MY FINISHED PRODUCT PRIOR TO THE COMPLETION OF CONSTRUCTION, ULTIMATELY HELPING TO DRIVE SALES AND CLOSE HOMES FASTER.”



Walter "Joss" Josselyn III
Owner
Josselyn Homes



CUSTOMER BENEFITS:

Time Savings

Home Configure has given Josselyn Homes the ability to drive revenue by marketing a finished product before construction ever begins. They're posting on MLS 2 weeks sooner, giving them an advantage.

Lead Generation

Josselyn Homes eliminated the need to wait for construction to finish before marketing their homes. They now enjoy the ability to generate leads for their homes before construction begins.

Business Process Optimization

Greater transparency and access to invoices has enabled Josselyn Homes to operate more efficiently and break down costs on a job-by-job basis. Marked up plans even helped one of their new superintendents learn the application of their products and how conventionally framed roofs were built in the field.

